argus C3

performs like cameras costing hundreds of dollars more!

No longer do you have to pay hundreds of dollars for a camera you can use in an extra-wide variety of situations. With two precision-made accessory lenses — Argus-Sandmar Telephoto and Wide Angle lenses, the Argus C3 now has a performance range as broad as cameras costing many times more. In fact, it's the *only* American camera to compare in versatility with expensive foreign makes.

And while you save hundreds of dollars when you buy an Argus C3, you make no sacrifice of picture quality. People with a wealth of photographic experience have found that pictures taken with an Argus C3 are at least the equal of those taken with cameras costing far more. That's one reason more people buy the Argus C3 than any other 35mm camera in the world!

The Argus C3 brings you a hard-coated, color-corrected f:3.5 Cintar lens — finest of its kind ground in America — to give you sparkling clear pictures in color or black-and-white, even in failing light. A lens-coupled rangefinder gives you sharp, sure focus at any distance from three feet to infinity. A precision, gear-controlled shutter with speeds to 1/300 second for thrilling action shots. Built-in flash synchronization — you simply plug the flash gun right into the camera. No dangling wires, no complicated supports, nothing to adjust. Argus C3 — only $69.50, complete with flash unit and leather carrying case.

The Argus Wide Angle Lens almost doubles the area covered by a conventional lens, broadens and heightens your field of vision. You don't have to move back to capture the broad panorama of a scene. Ideal for group shots, sports scenes — indoors or out. This precision-made f:4.5 Wide Angle Lens couples to the C3 rangefinder for automatic focus, has click stop lens settings, sunshade and filter holder, many other features. Argus Wide Angle Lens, only $59.95, complete with handy clip-on optical viewfinder.

An outstanding value in itself, the Argus C3 has even greater value for those interested in accessory lenses. Visit your Argus dealer and see why the Argus C3 is the world's most popular 35mm camera.

The Argus Telephoto Lens cuts distance in half to let you take close-up candids from far away. Its four-element, 100mm f:4.5 lens couples to the rangefinder to give you the same sharp, sure focus you enjoy with the Cintar lens. Perfect for true-perspective portraits, wildlife close-ups, and a host of other uses. Interchanges almost instantly. You get smooth helical focusing; top-side markings for easy reading; built-in sunshade and filter holder; many other precision features. Argus Telephoto Lens, only $59.95.

argus

Manufacturers of precision photographic and optical instruments

Copyright 1954, Argus Cameras, Inc., Ann Arbor, Michigan. All prices include Federal Excise Tax where applicable, and are subject to change without notice.